

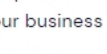
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Digital Adoption

WalkMe vs Whatfix: Ultimate DAP Comparison

Published February 28, 2023



Implementing a digital adoption platform (DAP) is a significant step in developing your digital adoption strategy. But with so many platforms to choose from, knowing which is the best for your business can be a challenge.

Whatfix is one of the top **WalkMe alternatives**. Both Whatfix and WalkMe are designed to guide customers and employees alike through an application and increase end-user adoption. With either tool, you can create embedded step-by-step walk-throughs and integrate your existing knowledge base articles so users can easily find them in-app using the self-help menu. Both platforms offer analytics to see how customers or employees interact with the application.

So which do you choose, and how do you decide?

This guide breaks down the features, pricing, and ease of use for both platforms, so you can make an informed decision. Find out which tool is right for your business and take your employee training and customer support to the next level.

Whatfix vs. WalkMe: Comparing Key Features

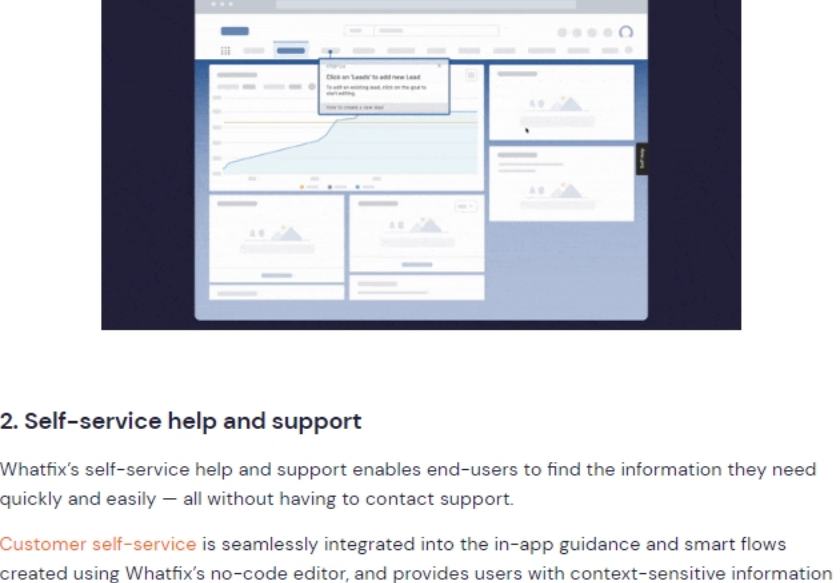
First, let's compare the core features of both products, starting with Whatfix.

Whatfix features

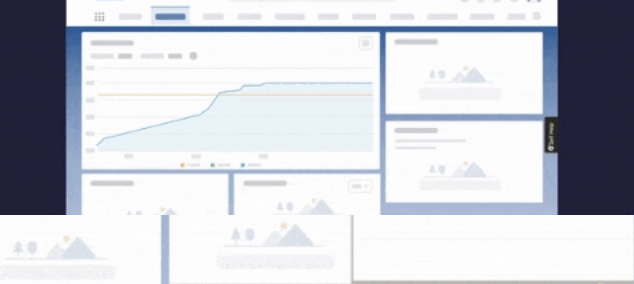
1. **No-code editor for in-app content creation**
2. **Self-help support**
3. **Product analytics**
4. **Feedback surveys**
5. **Multi-format export**
6. **Multi-language translation**

1. No-code editor for creating in-app guidance such as interactive flows, product tours, tooltips, field validations, and more

Whatfix offers a no-code editor for creating **in-app guidance** and smart flows. The no-code editor allows users to create interactive tutorials, walkthroughs, and other types of in-app guidance all without coding knowledge.



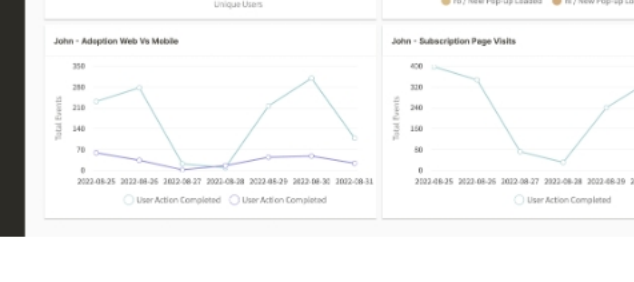
The editor provides a visual interface for building and customizing guidance and allows users to add steps, graphics, and other elements to their smart flows. It also includes features like analytics and A/B testing, allowing users to measure the effectiveness of the guidance and optimize it as needed. The resulting guidance can be integrated directly into web-based applications, providing a seamless user experience.



2. Self-service help and support

Whatfix's self-service help and support enables end-users to find the information they need quickly and easily – all without having to contact support.

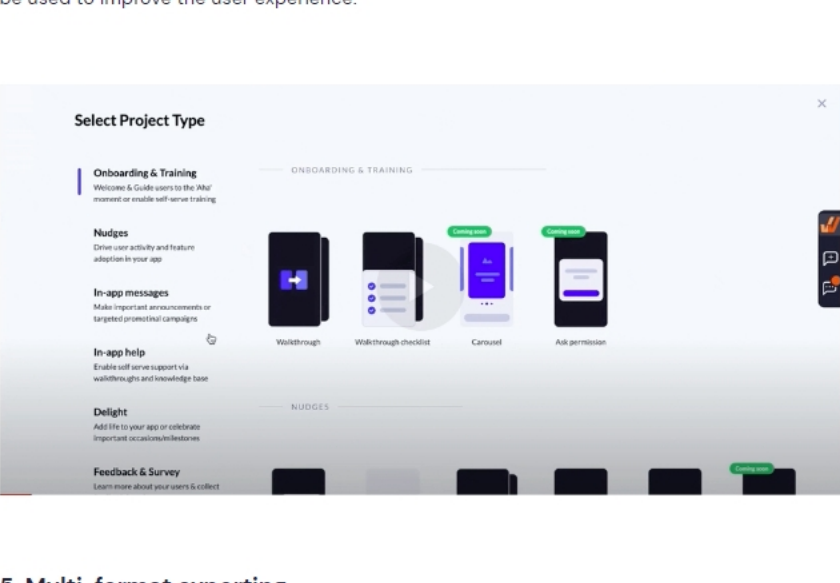
Customer self-service is seamlessly integrated into the in-app guidance and smart flows created using Whatfix's no-code editor, and provides users with context-sensitive information and assistance right where they need it. This includes things like step-by-step instructions, FAQs, and other helpful resources. Self-service help and support aims to empower users to find the answers they need quickly and efficiently, reducing the burden on support teams and improving the overall user experience.



3. Product analytics and user segmentation

Whatfix's **product analytics** and user segmentation allow your organization to gain insights into how your end-users interact with in-app guidance and smart flows. Analytics provide information on user engagement and adoption and can be used to measure the effectiveness of the guidance.

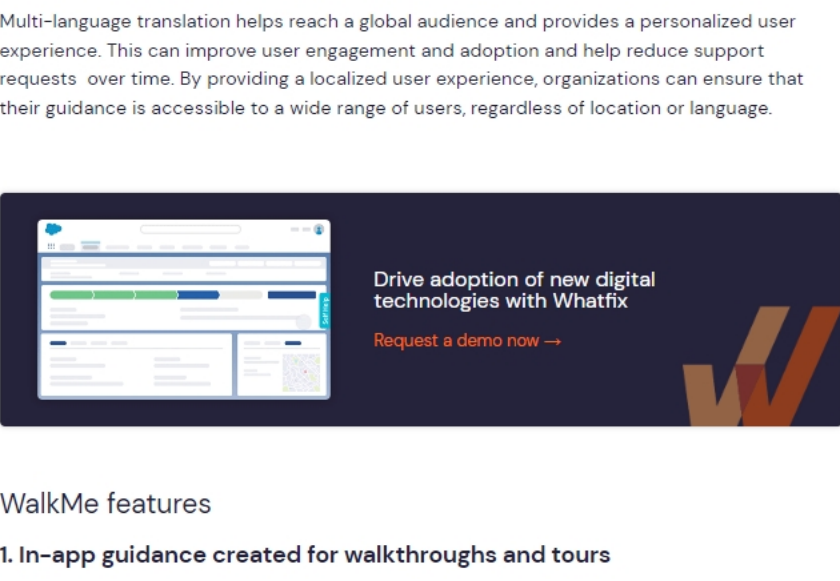
This data can also be segmented based on various criteria, including location, role, and device type, helping to uncover how different groups of users are engaging with your guidance.



4. Feedback surveys

Whatfix's **feedback surveys** allow you to gather end-user feedback on their experience. These surveys can be easily integrated into the guidance flows and can be triggered at specific points in the user journey. The feedback gathered from these surveys can then be used to improve the guidance and to make data-driven decisions about future enhancements.

Feedback surveys, which often come in the form of rating scales, open-ended, and multiple-choice questions, can be customized to fit your organization's needs. The impact of the surveys can be analyzed in real-time and segmented based on specific criteria, which can then be used to improve the user experience.



5. Multi-format exporting

Whatfix's multi-format exporting feature allows you to export your in-app guidance and smart flows in various formats. This feature provides the flexibility to share and distribute the guidance in several ways, like embedding it into training materials, presentations, and other types of important documentation.

With Whatfix's multi-format exporting, you can export your guidance in several different formats, including HTML, PDF, xAPI, and SCORM. HTML exports can embed the guidance directly into web-based apps, while PDF, xAPI, and SCORM exports are typically used for training purposes. The exported guidance can be customized with branding and other elements, providing a consistent user experience across all formats.

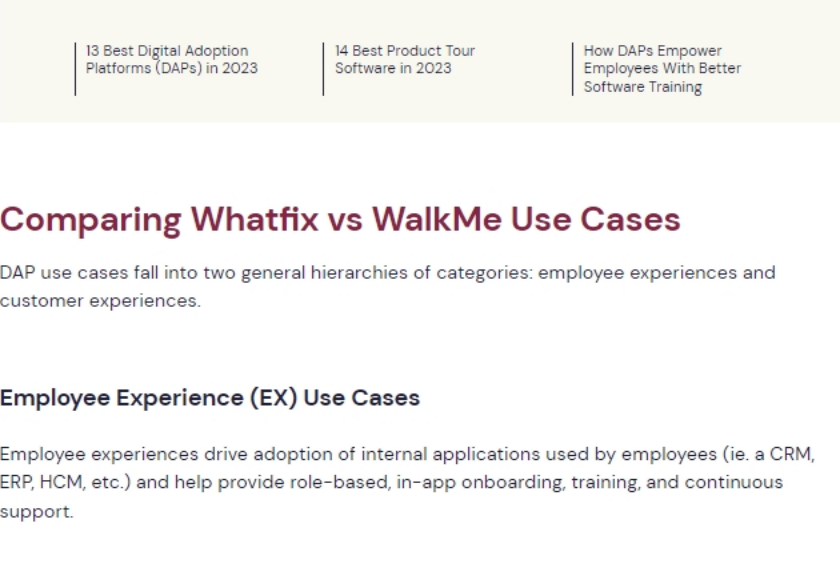
Multi-format exporting allows you to share and distribute your guidance seamlessly and provides the flexibility to deliver the guidance in whatever format best fits a user's needs. This helps ensure that the guidance is both accessible and usable to a wide range of users and can help to improve user engagement and adoption over time.

6. Multi-language translation

Whatfix's multi-language translation allows you to translate your in-app guidance and smart flows into multiple languages, which provides a simple and efficient way to reach a global audience and provide a localized user experience.

With Whatfix's multi-language translation, you can easily translate your guidance into various languages using the platform's built-in translation tools. The platform supports a wide range of languages and can automatically detect the end user's language, delivering guidance in their preferred language. The translated guidance can be reviewed and edited to ensure accuracy and can be published and updated in real time.

Multi-language translation helps reach a global audience and provides a personalized user experience. This can improve user engagement and adoption and help reduce support requests over time. By providing a localized user experience, organizations can ensure that their guidance is accessible to a wide range of users, regardless of location or language.



WalkMe features

1. In-app guidance created for walkthroughs and tours

WalkMe's in-app guidance allows you to create step-by-step walkthroughs and tours within web-based applications. These walkthroughs and tours are designed to help end-users complete specific tasks and provide context-sensitive information and assistance right when they need it.

WalkMe's in-app guidance uses a visual, drag-and-drop editor, eliminating the need for coding and making it easy for non-technical users to create and maintain their own walkthroughs and tours. The guidance can be customized to match the look and feel of the application and can be triggered by specific events.

2. Smart tips and contextual nudges

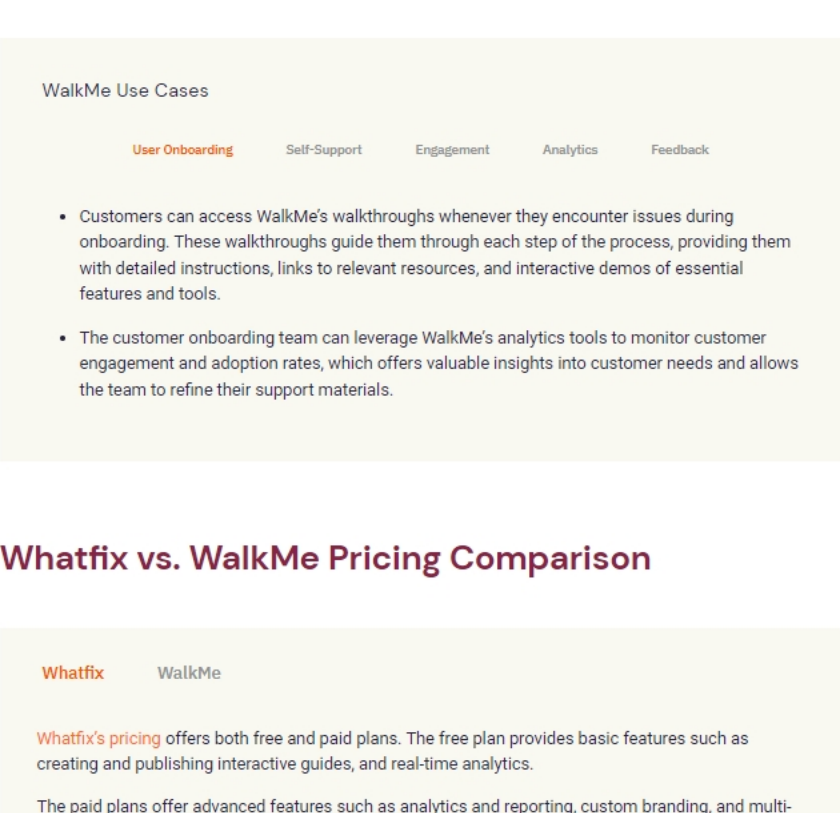
WalkMe's smart tips and contextual nudges are interactive elements that provide context-sensitive information and guidance to end-users to help them complete tasks and provide assistance and support when needed.

Smart tips and contextual nudges are designed to be intuitive and engaging and to provide a seamless user experience. They can help to improve user engagement and adoption, reduce support requests, and increase efficiency by guiding users through complex tasks and processes. By providing context-sensitive information and assistance, smart tips and contextual nudges can ensure that users complete tasks efficiently and have a positive user experience.

3. Analytics

WalkMe's analytics feature provides insight into the platform's usage and effectiveness. It allows users to track and analyze key metrics, including the number of active users, completion rates, and the time spent on specific tasks, to improve overall efficiency.

The analytics feature can also provide information about user behavior, like which features are used most frequently, which ones need improvement, and where users might be dropping off during a task. This information can be used to make data-driven decisions and optimize the platform to meet the users' needs better.



Comparing Whatfix vs WalkMe Use Cases

DAP use cases fall into two general hierarchies of categories: employee experiences and customer experiences.

Employee Experience (EX) Use Cases

Employee experiences drive adoption of internal applications used by employees (i.e. CRM, ERP, HCM, etc.) and help provide role-based, in-app onboarding, training, and continuous support.

Whatfix Use Cases

Onboarding

Training

Support

IT

Change Management

Digital Transformation

- An HR team can create a customized onboarding flow with Whatfix that includes all the essential steps and processes new employees must complete, like completing paperwork, accessing IT systems, and attending orientation sessions.
- When new employees log in to their onboarding portal, they can be presented with an interactive walkthrough that guides them through each step of the onboarding process, providing them with detailed instructions, links to relevant resources, and interactive demos of important programs.
- As new employees complete their onboarding, they can provide feedback on the process with Whatfix. This feedback can be used by HR to improve and refine the onboarding process for future hires.

WalkMe Use Cases

Onboarding

Training

Support

IT

Change Management

Digital Transformation

- Upon logging into the onboarding portal, a new employee can be greeted with an interactive guide that accompanies them through every phase of the onboarding journey, offering clear directions, references to helpful resources, and hands-on demonstrations of key systems and tools.
- WalkMe's analytics tools can be used to track the progress of each new employee's onboarding process, providing real-time visibility into the status of each step and identifying any roadblocks or issues that need to be addressed.

Customer Experience (CX) Use Cases

Customer experiences drive the adoption of customer-facing applications. This includes providing solutions for user onboarding, customer retention, customer support, and product analytics.

Whatfix Use Cases

User Onboarding

Self-Support

Engagement

Analytics

Feedback

- The customer onboarding team identifies the key areas of the product or service that are likely to cause confusion for new customers and creates a library of interactive and personalized walkthroughs that guide customers through these areas.
- When a customer encounters a roadblock during the onboarding process, they easily can access the Whatfix resource library. Interactive walkthroughs guide them through resolving their issues providing them with detailed instructions, access to relevant resources, and helpful explanations.
- Whatfix's contextual guidance feature provides customers with real-time assistance as they use a product or service, which provides them with immediate assistance and guidance right in the moment of need.
- Whatfix's analytics tools can be used to track customer engagement and adoption rates, which provides the customer onboarding team with helpful insights into customer needs and enables them to continuously improve their support offerings.
- Whatfix's engagement features can be used to make the onboarding process more interactive and engaging by creating interactive quizzes, games, and realistic simulations.

WalkMe Use Cases

User Onboarding

Self-Support

Engagement

Analytics

Feedback

- Customers can access WalkMe's walkthroughs whenever they encounter issues during onboarding. These walkthroughs guide them through every phase of the process, providing them with detailed instructions, links to relevant resources, and interactive demos of important features and tools.
- The customer onboarding team can leverage WalkMe's analytics tools to monitor customer engagement and adoption rates, which offers valuable insights into customer needs and allows the team to refine their support materials.

Whatfix vs. WalkMe Pricing Comparison

Whatfix

WalkMe

Whatfix's pricing offers both free and paid plans. The free plan provides basic features such as creating and publishing interactive flows, and real-time analytics.

The paid plans offer advanced features such as analytics and reporting, custom branding, and multi-language support, and are priced based on the number of end users and the level of support required. The exact pricing for the paid plans is not publicly available, and interested customers need to contact Whatfix for a custom quote.

Whatfix vs. WalkMe: What Do Customer Reviews Say?

	WHATFIX	WALKME
Capterra	4.7 out of 5 stars "Best value I found when researching for a product like this. Also the service can not be beat."	4.4 out of 5 stars "Sometimes things that were built will randomly stop working. This is typical with most software but can be annoying."
G2	4.6 out of 5 stars "Whatfix offers easy content creation and curation, a superior on-screen interface and an intuitive end-user experience, metrics and analytics to facilitate improvements, and intelligent feature updates are regularly deployed."	4.5 out of 5 stars "WalkMe is bloated compared to competitors. There are so many features which are built and forgotten or unnecessary. The core product gets little love."
GetApp	4.7 out of 5 stars "The tool itself is excellent - it gives us the means to easily, effectively, and unobtrusively communicate to our users - but the excellent support from Whatfix in helping us make the most of the tool is unparalleled. They take the time to work with us on our own implementation (rather than some boiler-plate customer care that you've seen from other organizations.)"	4.4 out of 5 stars "Closely to set up and our trainer got certified, only to find then that the prescribed way of using the product was wrong which resulted in slower test times for our app. Difficult to determine ROI."
TrustRadius	9.1 out of 10 stars	8.0 out of 10 stars

According to G2.com's data from real users of Whatfix and WalkMe, customers found:

- Whatfix to be easier to use, set up, and administer than WalkMe.
- Whatfix to have far superior customer service and support compared to WalkMe.
- Whatfix to have a better product direction than WalkMe, with a better, more robust product roadmap and feature update that is heavily influenced by a customer feedback.

Choose Whatfix as your digital adoption platform and take your user adoption and experience to the next level

Both Whatfix and WalkMe offer effective solutions for digital adoption and process automation. However, after comparing the two platforms, it's clear that Whatfix stands out as the better choice.

With its advanced analytics, real-time performance metrics, and customizable branding options, Whatfix provides a more comprehensive solution for businesses looking to optimize their digital processes. Its wide range of integrations with popular tools also makes it easier for organizations to streamline their workflows.

Learn more about how Whatfix offers a robust yet user-friendly platform that can help your organization achieve its digital transformation goals today.

What is Whatfix?

Whatfix is a digital adoption platform that provides organizations with a no-code editor to create in-app guidance on any application that looks 100% native. With Whatfix, create interactive walkthrough, product tours, task lists, smart tips, field validation, self-help videos, hotspots, and more. Understand how users are engaging with your applications with advanced product analytics.

Watch a video to see Whatfix in action

Like this article? Share it with your network.

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Software Clicks With Whatfix

Whatfix's digital adoption platform empowers your employees, customers, and end-users with in-app guidance, reinforcement learning, and contextual self-help support to find maximum value from software.

See Whatfix in action now!

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
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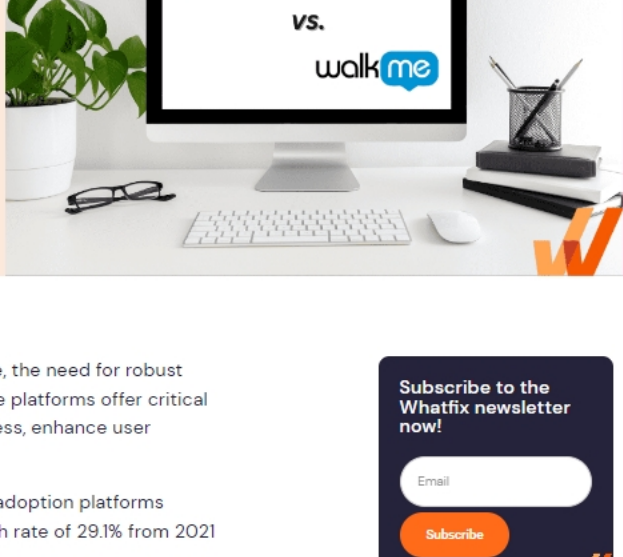
Digital Adoption

WalkMe vs. Pendo: Which DAP Is Better?

March 23, 2023

 Samantha Robin

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As businesses continue to navigate the ever-evolving digital landscape, the need for robust digital adoption platforms (DAP) becomes increasingly apparent. These platforms offer critical tools that help businesses streamline their digital transformation process, enhance user experience, and improve overall productivity.

According to a recent report by MarketsandMarkets, the global digital adoption platforms market is expected to reach \$167 billion by 2026, with an annual growth rate of 29% from 2021 to 2026.

Two prominent players in the digital adoption platform market are WalkMe and Pendo. While both platforms share similar goals, their approach to achieving those goals varies greatly.

In this article, we'll take a deep dive into these two platforms, exploring their unique features, use cases, and customer reviews. Whether you're a business looking to enhance your digital transformation strategy or a DAP provider looking to expand your product offerings, this comparison will provide valuable insights into the latest trends and innovations in this rapidly growing market.

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Pendo vs. WalkMe: Comparing Key Features

First, let's compare the key features of Pendo and WalkMe.

Pendo features

1. Product usage analytics

Pendo's **product analytics** feature provides insights into how users interact with your product. This allows you to track user behavior, like which features are most used, which are overlooked, and which are causing confusion. With this data, you can optimize your product for a better user experience and identify areas for improvement.

The **product usage** tracking features also provide a visual representation of user behavior over time, making it easy to see trends and patterns. This way, you can identify how your product is being used, what areas need refinement, and what features are working as intended.

2. In-app messaging

Pendo's **in-app messaging** feature allows you to communicate directly with users while using your product. With this feature, you can send targeted messages to specific user segments, including brand-new users or users who haven't used a particular feature. These messages can include essential updates, alerts, or tips to help them get the most out of your product.

The in-app messaging feature also provides analytics to help you measure the effectiveness of your messages, including click-through rates and user engagement. Doing so lets you adjust your messaging strategy and improve communication with your users.

3. Product tours

Pendo's **product tour** feature is helpful for onboarding new users and guiding them through your product's key features. You can create interactive tours that walk users through your product's interface and demonstrate how to use different features. These tours can incorporate text, images, and videos to provide a comprehensive overview of your product's offerings.

Pendo's product tour feature is customizable, allowing you to tailor each tour to unique user segments or use cases. You can also embed these tours directly within your product, making it easy for users to access them at their moment of need.

The feature provides detailed analytics on how users engage with each tour, including completion rates and time spent on each step. This insight can help you optimize your tours for maximum impact and identify areas for improvement.

4. Feedback collection

Pendo's **customer feedback** collection feature allows you to easily gather user feedback to improve your product. You can collect user feedback in several ways, including surveys, polls, and in-app feedback forms. These feedback collection tools can be customized to fit your needs and targeted to specific user segments.

This feature provides detailed analytics on how users engage with each feedback collection method, including response rates and sentiment. This data can help you prioritize feature development initiatives based on user feedback.

TIP: Explore the best [Pendo DAP alternatives](#).

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WalkMe features

1. In-app guidance created for walkthroughs and tours

WalkMe's **in-app guidance** feature allows you to create **interactive walkthroughs** and **tours** that guide users through your product's key features. Using this feature, you can create interactive guides that show how to use different features and provide a thorough overview of your product. These guides can include text, images, videos, and animations to offer a rich and engaging experience.

Customization is simple with WalkMe's in-app guidance feature, letting you adjust every guide to cater to distinct user groups or purposes. Furthermore, these guides can be embedded directly into your product, allowing users to access them easily at all times.

The feature comes with comprehensive analytics that track user engagement with each guide, measuring completion rates and time spent on each step. By utilizing this data, you can fine-tune your guides for optimal impact and pinpoint areas for improvement.

With WalkMe's in-app guidance feature, users can receive real-time assistance, eliminating the need to leave your product to seek help.

2. Tooltips and contextual nudges

WalkMe's **tooltips** and **contextual nudges** provide real-time guidance to users as they interact with your product. You can easily create contextual tips and nudges that appear right when users need them most. These tips can provide helpful information, such as keyboard shortcuts or hidden features, to enhance the user's experience.

Contextual nudges can gently steer users in the right direction, highlighting the next logical step or encouraging them to take a specific action. WalkMe's smart tips and contextual nudges feature can help reduce user frustration and increase user satisfaction, leading to greater product adoption and loyalty.

3. Analytics

WalkMe's analytics feature helps measure user engagement and behavior with your product. With this feature, you can track key metrics, like user activity, feature adoption, and conversion rates, to gather insights into how users interact with your product.

WalkMe's analytics feature offers several ways to visualize your data, including dashboards, graphs, and charts, that can assist you in examining your information and recognizing patterns. You have complete control over the analytics feature, allowing you to keep track of metrics tailored to your business goals and product. The real-time data empowers you to make informed decisions quickly and alter your approach as necessary.

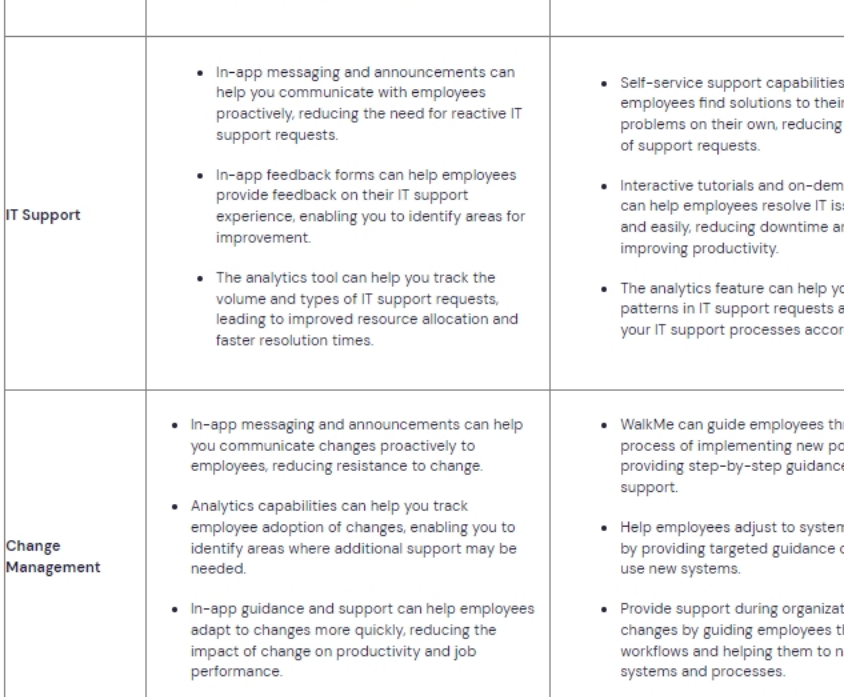
You can detect weak spots using WalkMe's analytics feature and put feature development at the forefront based on user behavior, ultimately streamlining your progress.

4. Automation

WalkMe's automation feature helps to streamline repetitive or time-consuming tasks within your product, eliminating the need for manual intervention. With this feature, you can create workflows that enhance your users' experience and improve overall efficiency. For example, you can automate data entry, form submissions, or entire processes—resulting in significant time savings.

WalkMe's flexible automation feature allows you to customize each automation to cater to particular user groups or purposes. The feature also offers comprehensive analytics that track user engagement with each automation, measuring completion rates and time saved. By analyzing this data, you can optimize your workflows for maximum effectiveness and identify areas of opportunity to adjust and improve.

TIP: Explore the best [WalkMe DAP alternatives](#).



Comparing Pendo vs. WalkMe Use Cases

DAP usage can be divided into two distinct categories: employee experiences and customer experiences.

The primary objective of employee experiences is to encourage the use of internal applications such as CRM, ERP, and HCM by providing in-app onboarding, training, and continuous support tailored to employee roles. This approach ensures seamless adoption and promotes productivity.

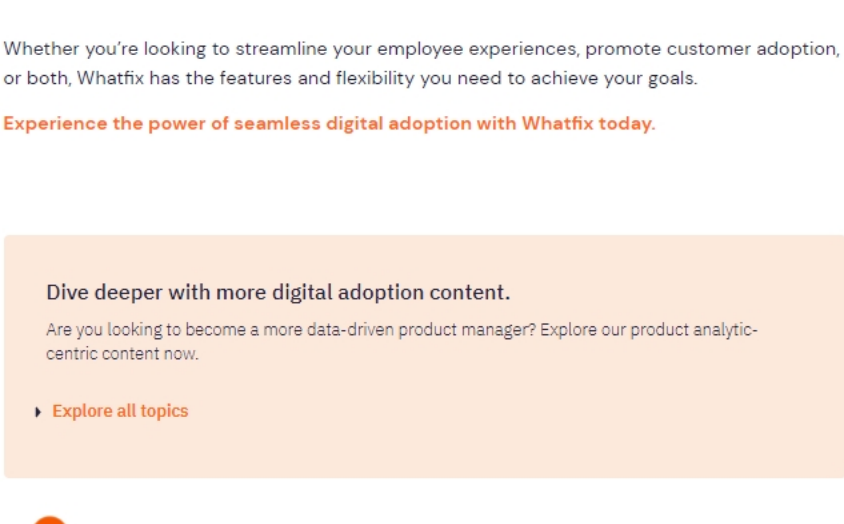
On the other hand, customer experiences are geared towards promoting customer-facing applications. The use cases in this category focus on providing solutions for user onboarding, customer support, and other related use cases that facilitate customer adoption. The goal is to create a positive and engaging experience that leads to customer satisfaction and loyalty.

Employee Experience (EX) Use Cases

	PENDO	WALKME
Employee Onboarding	<ul style="list-style-type: none">Automate the employee onboarding process by providing personalized onboarding guides, ensuring a smooth and efficient onboarding experience.In-app feedback forms can help new employees provide feedback on their onboarding experience, enabling you to identify areas for improvement.Analytics tools can help you measure the effectiveness of your onboarding program and optimize it accordingly.	<ul style="list-style-type: none">Interactive tutorials and on-demand support can help employees get up to speed on their new role quickly and easily.Contextual guidance can help new employees navigate complex systems and resources, reducing the time and resources required for onboarding.Performance support capabilities can help employees overcome any obstacles they may encounter during the onboarding process.
Employee Training	<ul style="list-style-type: none">In-app training capabilities can help employees learn new skills and workflows within the context of their job, improving knowledge retention and performance.Analytics features can help you track the effectiveness of your training initiatives and identify areas for improvement.Personalized training recommendations can help employees take ownership of their learning and development, leading to increased job satisfaction and retention.	<ul style="list-style-type: none">Interactive tutorials and simulations can help employees learn new skills and workflows quickly and easily, reducing the time and resources required for training.On-demand support can help employees get the help they need when they need it, improving knowledge retention and performance.Analytics tools can help you measure the effectiveness of your training initiatives and optimize them accordingly.
Performance Support	<ul style="list-style-type: none">In-app guidance and support can help employees overcome any obstacles they may encounter, improving productivity and job satisfaction.The analytics tool can help you identify areas where employees may need additional support or training, leading to increased performance and productivity.Customizable dashboards and reports can help businesses track key performance indicators and measure the success of their performance support initiatives.	<ul style="list-style-type: none">Performance support capabilities can help employees overcome any potential roadblocks or issues they may encounter, improving productivity and job satisfaction.WalkMe's analytics tool can help you identify areas where employees may need additional support or training, leading to increased performance and productivity.Personalized guidance can help employees work more efficiently and effectively, leading to increased performance and productivity.
IT Support	<ul style="list-style-type: none">In-app messaging and announcements can help you communicate with employees proactively, reducing the need for reactive IT support requests.In-app feedback forms can help employees provide feedback on their IT support experience, enabling you to identify areas for improvement.The analytics tool can help you track the volume and types of IT support requests, leading to improved resource allocation and faster resolution times.	<ul style="list-style-type: none">Self-service support capabilities can help employees find solutions to their IT problems on their own, reducing the volume of support requests.Interactive tutorials and on-demand support can help employees resolve IT issues quickly and easily, reducing downtime and improving productivity.The analytics feature can help you identify patterns in IT support requests and optimize your IT support processes accordingly.
Change Management	<ul style="list-style-type: none">In-app messaging and announcements can help you communicate change proactively to employees, reducing resistance to change.Analytics capabilities can help you track employee adoption of changes, enabling you to identify areas where additional support may be needed.In-app guidance and support can help employees learn new skills quickly, reducing the impact of change on productivity and job performance.	<ul style="list-style-type: none">WalkMe can guide employees through the process of implementing new policies by providing step-by-step guidance and support.Help employees adjust to system changes by providing targeted guidance on how to use new systems.Provide support during organizational changes by guiding employees through new workflows and helping them to navigate new systems and processes.
Digital Transformation	<ul style="list-style-type: none">Help teams to adopt agile methodologies by providing real-time feedback and insights to teams during development sprints.Drive adoption of new digital tools by providing in-app messaging and guidance to employees on how to use them.Measure and improve employee engagement by providing insights and data on how employees are interacting with digital tools and systems.	<ul style="list-style-type: none">Accelerate digital adoption by providing personalized in-app guidance to employees as they learn new tools and technologies.Use in-app engagement by providing insights into how users are interacting with digital tools and systems.

Customer Experience (CX) Use Cases

	PENDO	WALKME
Customer and User Onboarding	<ul style="list-style-type: none">Personalized onboarding capabilities can help to ensure that new customers are successful with your products or services, leading to increased retention and customer loyalty.In-app guidance and walkthroughs can help customers get up to speed on your product quickly, reducing the time and resources required for customer support.	<ul style="list-style-type: none">Contextual guidance can help you create a smooth and intuitive onboarding process, ensuring your customers can get started with your product quickly and easily.Interactive tutorials and on-demand support can help customers overcome any potential roadblocks they may face during onboarding.
Customer Self-Support	<ul style="list-style-type: none">Provide step-by-step guidance with guided walkthroughs and tutorials to help customers resolve and resolve issues on their own.Offer in-app messaging and notifications to help customers find answers and support resources.Use contextual help to deliver personalized support and address customer issues.	<ul style="list-style-type: none">Use interactive guidance to walk customers through self-service support options and help them find solutions.Provide personalized support based on customer data and behavior to help them resolve issues.Offer in-app chat support to give customers quick and easy access to help when they need it.
User Engagement Monitoring	<ul style="list-style-type: none">Monitor user behavior and track usage metrics to gain insights into customer engagement.Use feature usage data to identify areas where customers need additional support or training.Analyze user feedback to understand customer satisfaction and identify opportunities for improvement.	<ul style="list-style-type: none">Use in-app surveys to gather customer feedback and understand their needs and preferences.Analyze user data to identify patterns and trends that can influence product development and improve the user experience.
Product Analytics	<ul style="list-style-type: none">Analyze customer behavior and identify areas of your product where they get stuck, helping you prioritize feature updates.Track adoption rates of new features and compare them to previous launches to see the effectiveness of your messaging and onboarding efforts.Segment users based on their behavior and demographics to personalize their experiences and improve their overall satisfaction.	<ul style="list-style-type: none">Use data to create a new feature by creating interactive walkthroughs and guides that lead users through the process step-by-step, increasing user engagement and usage.Track user behavior and identify areas where users get stuck in your product.Create heat maps and user flow diagrams that reveal where users are dropping off or struggling.
Customer and User Feedback	<ul style="list-style-type: none">Use in-app messaging to gather feedback and engage from customers in specific features or areas of the product, helping you identify pain points and areas for improvement.Create surveys and gather feedback from customers at specific touchpoints in their journey like after onboarding or when they've reached a specific milestone.Track customer engagement and identify trends in feedback to proactively address any negative experiences.	<ul style="list-style-type: none">Use surveys and feedback prompts to collect feedback on specific features, product improvements, and overall satisfaction.Feedback analytics can help identify common support issues and improve the support experience for users.Use in-app engagement by providing personalized guidance and recommendations based on customer feedback. By using feedback data to provide targeted prompts and suggestions, you can improve customer engagement and satisfaction.
Digital Transformation	<ul style="list-style-type: none">Monitor user behavior during a digital transformation, identifying areas where users may struggle and need additional training or resources.Personalize onboarding experiences based on user role and responsibilities to help ensure a successful transition to a new system or process.Track adoption rates of new digital tools and provide insights into which areas may require additional attention or resources.	<ul style="list-style-type: none">Streamline workflows and automate repetitive tasks, freeing up time for customers to focus on more important tasks.Use WalkMe's automation capabilities to reduce errors and increase efficiency, improving overall productivity and output.Use interactive guides and prompts to provide a consistent onboarding experience and ensure new customers are ramped up quickly.



Pendo vs. WalkMe Pricing Comparison

Pendo pricing

Pendo offers a range of pricing options for their digital adoption platform that are tailored to the needs of different organizations. The pricing is based on a subscription model, with costs calculated based on the number of users and the specific features required.

Pendo's pricing options include a free trial period, which allows organizations to try out the platform before committing to a paid subscription. After the trial period, organizations can choose from a variety of plans, including the Essentials, Growth, and Enterprise plans, each with increasing levels of functionality and support.

WalkMe pricing

WalkMe offers several pricing plans to accommodate businesses of different sizes and needs. Their pricing plans range from a basic plan, which includes core features such as on-screen guidance and analytics, to an advanced plan that offers additional features, like A/B testing and advanced analytics.

The pricing for WalkMe's plans is typically determined based on the number of users that will be accessing the platform. They offer a pay-per-user pricing model, which means that the cost per user decreases as the number of users increases.

Pendo vs. WalkMe: What Do Customer Reviews Say?

	PENDO	WALKME
Captem	4.5 out of 5 stars "Captem team were highly attentive and supportive. Has been a really enjoyable project getting this set up and running with benefits almost immediately."	4.4 out of 5 stars "The system has an extremely deep rules engine that allows you to create a solution for pretty much any use cases."
G2	4.4 out of 5 stars "The fact we had to create 4 of these segments and individual dashboards manually was a significant headache. This information should have been captured during setup with more input from specialists at Pendo to help us get the best analytical overview of our client data without such a massive upfront investment."	4.5 out of 5 stars "Some of their latest features (such as Adaptive Flows) is only available for use on select platforms. Their support team has been helpful; however, sometimes they do not respond in a very timely manner. I have waited over a week on occasions to receive a response."
Garner Peer Insights	4.1 out of 5 stars "We have recently started using Pendo to track our users and understand their journeys and pain points. It's an 'okay' experience for mostly front-end functionality, the tool learning time and deployment is tough."	4.6 out of 5 stars "The biggest issue I have was with the onboarding process. They were slow with a lot of new clients, so we didn't get the care they promised until they shifted us to a 3rd party vendor. In the meantime, we had to make key decisions and we weren't guided correctly on how to make those decisions and more importantly the impact of our decision. This caused a lot of work and rework for us."
GetApp	4.5 out of 5 stars "Overall if you are willing to put in the time to learn it, Pendo can provide tremendous value for a variety of different reasons, especially if you are looking to elevate your customer service level without requiring the help of your engineering team."	4.4 out of 5 stars "WalkMe UI components sometimes are a nuisance while creating or updating records. Setting up content is not easy and the content creation takes a lot of time."
TrustRadius	8.2 out of 10 stars	7.9 out of 10 stars

Whatfix: The Ultimate Winner Among Pendo and WalkMe

WalkMe and Pendo are both powerful DAPs that offer a range of features designed to enhance user engagement and streamline the user experience. However, when it comes to choosing the best solution for your organization, it's important to consider all the available options.

That's where Whatfix comes in. **Whatfix** offers a unique blend of features that make it the ideal DAP for businesses of all sizes. With its easy-to-use, no-code interface, customizable training and support tools, and powerful analytics and automation capabilities, Whatfix delivers an unparalleled user experience that drives adoption and increases productivity, which is why it's been ranked better than WalkMe and Pendo among DAP users on G2.com for over four years running.

Adoption anywhere

Whatfix allows businesses to create interactive walkthroughs, tutorials, and guides that help users adopt new software applications, tools, and processes. These guides can be accessed from anywhere, anytime, and on any device. Whatfix's DAP solution makes it easy for businesses to create personalized, contextualized, and interactive guidance that can be tailored to the specific needs of different user groups.

Smart detection

Whatfix's smart detection technology can identify user behavior and provide real-time guidance that helps users complete tasks more efficiently.

For example, if a user is struggling to complete a task, Whatfix can automatically detect the issue and provide step-by-step guidance to help them complete it successfully.

Best customer support

Whatfix offers exceptional customer support, with a dedicated team of experts who are available to help users with any issues they may encounter. Whatfix's customer support team is available 24/7 to answer questions, provide guidance, and help users get the most out of the platform.

Whether you're looking to streamline your employee experiences, promote customer adoption, or both, Whatfix has the features and flexibility you need to achieve your goals.

Experience the power of seamless digital adoption with Whatfix today.

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Are you looking to become a more data-driven product manager? Explore our product analytics-centric content now.

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What is Whatfix?

Whatfix is a digital adoption platform that provides organizations with a no-code editor to create in-app guidance on any application that looks 100% native. With Whatfix, create interactive walkthroughs, product tours, task lists, smart tips, field validation, self-help walk-throughs, and more. Understand how users are engaging with your applications with advanced product analytics.

[Watch a video to see Whatfix in action](#)

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
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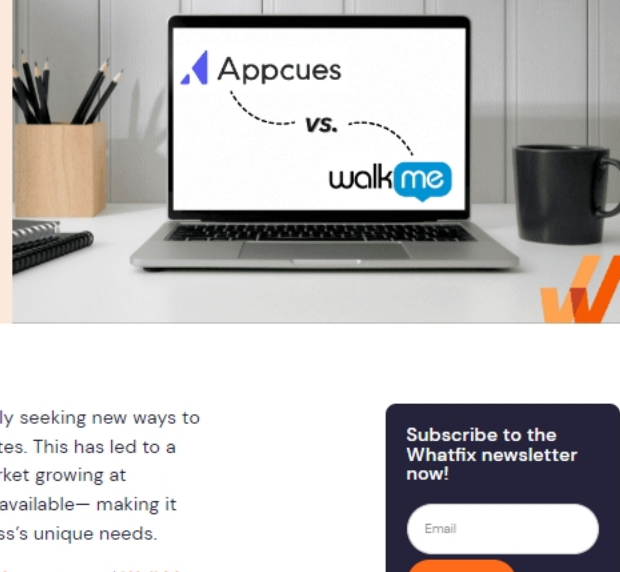
Digital Adoption

Appcues vs. WalkMe: Which DAP Is Best?

March 30, 2023

 Samantha Rubin

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In the fast-paced world of digital technology, businesses are constantly seeking new ways to enhance their digital user experience and drive higher engagement rates. This has led to a surge in the adoption of digital adoption platforms (DAP) with the market growing at exponentially fast rates. With such growth, there are several options available—making it increasingly difficult to decide which platform will best meet a business's needs.

Two of the most popular digital adoption platforms on the market are **Appcues** and **WalkMe**. While both platforms offer robust solutions for improving user engagement and aim to streamline the user experience, they differ in their approach and functionality.

So which one is the **best digital adoption platform** for your organization?

To answer that question, we'll dive into the features, use cases, and overall customer experiences of both Appcues and WalkMe and compare them head-to-head.

Appcues vs. WalkMe: Comparing Key Features

Let's compare the feature set of Appcues and WalkMe.

Appcues features

1. Visual editor

Appcues' visual editor enables you to create personalized user experiences without any coding experience. With this feature, you can design and customize **tooltips**, **pop-ups**, and **banners** to guide users through your platform or website.

The visual editor allows you to choose from an inventory of design templates, colors, fonts, and images to create an engaging experience for users. You can also add interactive elements like clickable buttons, videos, and animations to make the experience even more interactive and engaging.

One of the unique features of Appcues' visual editor is its ability to provide real-time previews of the experience as it's being designed. This means you can see exactly how the final product will look and feel before it goes live, empowering you to make any necessary adjustments or changes.

2. Targeting and segmentation

Appcues' targeting and segmentation feature is designed to help you create customized user experiences based on specific criteria like user behavior, demographics, and preferences. This enables you to target specific groups of users with personalized experiences, which can help increase engagement rates and drive conversions.

Using the targeting and segmentation feature, you can create user segments based on various criteria, including user behavior, location, device, and more. This allows you to target specific user groups with customized experiences tailored to unique user needs and preferences.

3. Analytics and reporting

Appcues' analytics and reporting feature is a comprehensive tool that allows you to track and measure the effectiveness of their experiences. With this feature, you can analyze user behavior, engagement rates, and conversion metrics and gain insights into how users interact with your product.

Appcues' analytics and reporting feature provides a variety of metrics and data points, including click-through rates (CTR), conversion rates, engagement rates, and more. This puts you in a position to understand which experiences resonate with your users and drive the most engagement and conversions.

Appcues' analytics and reporting feature also provides detailed user behavior data, including how users navigate a website, which pages they visit, and how long they spend on each page. This data can help identify areas that may be causing friction and optimize their experiences accordingly.

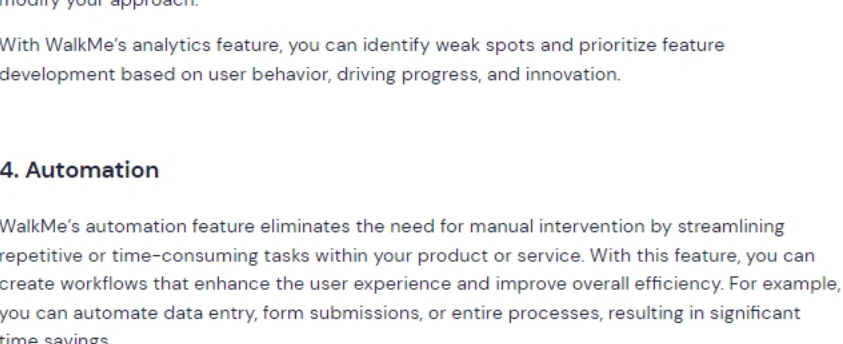
4. Integrations

Appcues' integrations feature is designed to help businesses seamlessly integrate their experiences with other software and tools they may already be using. With this feature, you can connect Appcues with third-party applications, including customer relationship management (CRM) software, email marketing tools, and more.

Appcues' integrations feature allows you to leverage the power of your existing software stack to enhance user experiences and drive higher engagement rates. For example, businesses can integrate Appcues with their CRM software to create personalized user experiences based on their demographic data, purchase history, and other customer data points.

You can also integrate Appcues with your email marketing tools to create personalized experiences that are triggered by specific email campaigns. This can help to improve engagement rates and drive conversions by providing users with a seamless and personalized experience across multiple touchpoints.

TIP: Explore the best **Appcues DAP alternatives**.



WalkMe features

1. In-app guidance created for walkthroughs and tours

By leveraging WalkMe's **in-app guidance** feature, you can create **interactive walkthroughs** that guide users through your product's most important features. The guides you create can include various media types, like images, animations, videos, and text, resulting in a captivating user experience. Thanks to the feature's ease of customization, you can quickly tailor each guide to address specific user groups or preferences.

You can easily embed the in-app guidance feature directly into your product so users can effortlessly access them at their exact moment of need. The feature includes robust analytics that monitor user engagement, including completion rates and time spent on each step. This helps you make data-driven decisions, refine your guides for optimal effectiveness, and identify areas where you can improve.

With WalkMe's in-app guidance feature, you can eliminate the need for users to leave your product to seek assistance, providing them with real-time support that streamlines their experience.

2. Smart tips and contextual nudges

WalkMe's contextual nudges and tooltips feature delivers real-time guidance to users as they navigate through your product. Using this feature, you can quickly generate contextual tips and nudges, or display in the user's exact moment of need. These tips can offer valuable information, including keyboard shortcuts or hidden features, to boost their overall experience.

With contextual nudges, you can guide users along the most efficient path, pointing out the next natural step or encouraging them to execute a specific action. The smart tips and contextual nudges feature from WalkMe is a great solution to reduce user frustration, improve user satisfaction, and achieve higher product adoption and customer loyalty.

3. Analytics

Using WalkMe's analytics feature, you can gain important insights into user behavior and engagement through your product or service. This feature enables you to track key metrics like user activity, conversion rates, and feature adoption, offering a comprehensive understanding of how users interact with your product offerings.

WalkMe's analytics feature provides several visualization options, including graphs, dashboards, and charts, to help you interpret and identify patterns in your data. You have total control over the analytics feature, enabling you to monitor metrics customized to your product and unique business goals. The real-time data empowers you to make informed decisions quickly and modify your approach.

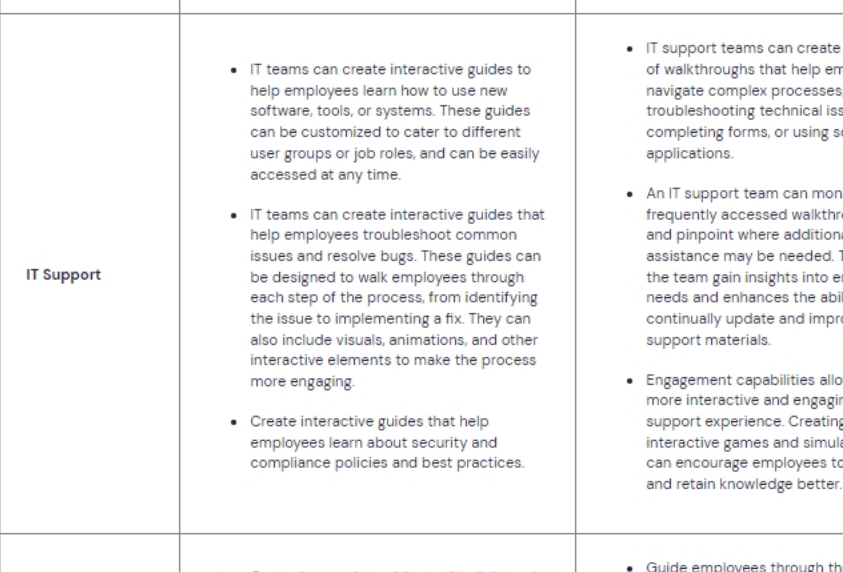
With WalkMe's analytics feature, you can identify weak spots and prioritize feature development based on user behavior, driving progress, and innovation.

4. Automation

WalkMe's automation feature can streamline repetitive or time-consuming tasks within your product or service. With this feature, you can create workflows that enhance the user experience and improve overall efficiency. For example, you can automate data entry, form submissions, or entire processes, resulting in significant time savings.

With WalkMe's flexible automation feature, you can customize each automation to cater to specific user groups or preferences. The feature also provides comprehensive analytics that monitor user engagement, tracking completion rates and time saved. By analyzing this data, you can fine-tune your workflows for optimal effectiveness.

TIP: Explore the best **WalkMe DAP alternatives**.



RELATED RESOURCES

- WalkMe vs WhaTfix: Ultimate DAP Comparison
- 15 Best Digital Adoption Platforms (DAPs) in 2023
- WalkMe vs. Pendo: Which DAP is Better?

Comparing Appcues vs. WalkMe Use Cases

DAP usage can be classified into two main categories—employee experiences and customer experiences.

Employee experiences strive to encourage employees to use internal applications such as CRM, ERP, and HCM. These use cases involve providing in-app onboarding, training, and continuous support based on employee roles to ensure seamless adoption.

In contrast, customer experiences aim to promote the use of customer-facing applications. Use cases in this category encompass solutions for user onboarding, customer support, and other use cases related to driving customer adoption.

Employee Experience (EX) Use Cases

	APPCUES	WALKME
Employee Onboarding	<ul style="list-style-type: none">Create interactive onboarding experiences that guide employees through various aspects of their role, including company culture, policies, and procedures.Appcues allows for personalized onboarding experiences tailored to each new employee based on their role, location, or other relevant factors.The analytics and reporting feature can offer valuable insights into employee engagement and progress during the onboarding process. This data can help HR identify areas for improvement and adjust onboarding strategies.	<ul style="list-style-type: none">Interactive tutorials and on-demand support can help employees get up to speed on their new role quickly and easily.Contextual guidance can help new employees navigate complex systems and processes, reducing the time and resources needed for onboarding.Performance support capabilities can help employees overcome any obstacles they may encounter during the onboarding process.
Employee Training	<ul style="list-style-type: none">Create interactive training modules about your most used software, tools, or processes. These modules can include videos, images, quizzes, and other interactive elements to make the training engaging and effective.Segmentation and targeting features allow for personalized training experiences tailored to each employee's skill level, department, etc.Analytics and reporting can provide valuable insights into employee engagement and progress during the training process. This data can help trainers identify areas for improvement and adjust training strategies to ensure maximum effectiveness.	<ul style="list-style-type: none">As soon as an employee accesses the training portal, they can be greeted with a comprehensive, interactive guide that helps them navigate the training process, offering detailed instructions, links to resources, and interactive demonstrations of tools they'll use regularly.Engagement features can be used to make employee training more interactive and engaging. Employees can be motivated to learn and retain knowledge through interactive quizzes, games, and simulations.
Performance Support	<ul style="list-style-type: none">Create performance support tools like job aids, quick reference guides, or checklists that employees can use to access key information or instructions on-demand.In-app guidance can provide real-time support to employees as they navigate complex processes or workflows. Contextual nudges and tooltips can provide helpful tips and instructions, guiding or nudging users and increasing efficiency.Analytics and reporting can provide valuable insights into employee usage of performance support tools and in-app guidance, which can help trainers and managers identify areas where employees may need additional support.	<ul style="list-style-type: none">Performance support features can help employees overcome any potential roadblocks or issues they may experience, improving productivity and job satisfaction.Analytics tools can help you identify areas where employees may need additional support or training, leading to increased performance and productivity.Personalized guidance can help employees work more efficiently and effectively, leading to increased performance and productivity.
IT Support	<ul style="list-style-type: none">IT teams can create interactive guides that help employees learn how to use new software tools or systems. These guides can be customized to cater to different user groups or job roles, and can be easily accessed at any time.IT teams can create interactive guides that help employees troubleshoot common issues and resolve bugs. These guides can be designed to walk employees through each step of the process, from identifying the issue to implementing a fix. They can also include visuals, animations, and other interactive elements to make the process more engaging.Create interactive guides that help employees learn about security and compliance policies and best practices.	<ul style="list-style-type: none">IT support teams can create a library of walkthroughs that help employees navigate complex processes, like troubleshooting software or resolving compliance issues, or using software applications.An IT support team can monitor frequently accessed walkthroughs and pinpoint where additional assistance may be needed. This helps the team gain insights into employee needs and enhances their ability to continually update and improve their support materials.Engagement capabilities allow for a more interactive and engaging IT support experience. Creating interactive games and simulations can encourage employees to learn and retain knowledge better.
Change Management	<ul style="list-style-type: none">Create interactive guides and walkthroughs that explain changes, including any new processes, tools, or systems. The guides can be tailored to specific employee groups, ensuring that each person receives the information they need to be successful in their role.Provide real-time guidance and support to employees as they navigate new software, including tooltips and nudges that offer helpful tips and information and interactive walkthroughs that demonstrate how to use specific features.	<ul style="list-style-type: none">Guide employees through organizational changes by providing step-by-step guidance and support.Help employees adjust to system changes by providing targeted guidance on how to use new or updated systems.Provide support during organizational changes by guiding employees through new workflows and helping them to navigate new systems and processes.
Digital Transformation	<ul style="list-style-type: none">Help employees transition smoothly to new tools by providing interactive tutorials and walkthroughs.Create targeted messages that notify employees of any changes or updates, ensuring everyone is on the same page.	<ul style="list-style-type: none">Leverage WalkMe's integration capabilities with other tools and offer personalized walkthroughs to guide employees through updated processes or new tools.Employees can access contextual help and training materials to ensure they have the necessary resources to navigate new digital tools properly.Track employee activity and pinpoint the areas where they encounter challenges while working with new digital programs.

Customer Experience (CX) Use Cases

	APPCUES	WALKME
Customer and User Onboarding	<ul style="list-style-type: none">Help customers understand the key features of your product during onboarding, guiding them step-by-step through how to use each feature.Create personalized onboarding journeys for different types of customers based on their needs, preferences, and behaviors.	<ul style="list-style-type: none">Contextual guidance can help you create a smooth and intuitive onboarding process, ensuring that customers can get started with your product quickly and easily.Interactive tutorials and on-demand support can help customers overcome any potential roadblocks they may face during onboarding.
Customer Self-Support	<ul style="list-style-type: none">In-app messaging allows you to communicate with customers directly within your product, offering real-time assistance and support. You can use this feature to provide targeted tips, answer FAQs, or alert customers to relevant updates or changes.Integrate with your existing knowledge base or support center to provide customers with a centralized location for self-service support. Offering searchable articles, FAQs, and other resources directly within your product interface can empower customers to resolve issues quickly and efficiently.	<ul style="list-style-type: none">A customer support team can create an interactive and personalized library to guide customers through the steps to resolve common issues they encounter when using your product or service.In-app guidance can provide real-time assistance to customers as they work in self-support. This can promptly provide customers with support and guidance in their exact moment of need.
User Engagement Monitoring	<ul style="list-style-type: none">Behavioral analytics allows you to monitor customer engagement with your website or product to gain insights into how customers are using it and identify areas where they may be confused.Divide customers into different groups based on common characteristics or behaviors to create targeted messaging and engagement strategies that are tailored to the specific needs of each group.	<ul style="list-style-type: none">Use in-app surveys to gather customer feedback and understand their needs and preferences regarding product feature usage.Analyze user data to identify patterns and trends that can influence product development and improve the overall customer experience.
Product Analytics	<ul style="list-style-type: none">Monitor which features of your product are being used the most and which are being overlooked. This can help you prioritize development efforts and decide which features to enhance or retire.Funnel analysis capabilities can uncover where users drop off in the customer journey and identify areas for improvement.A/B testing allows you to test different variations of your product with a subset of users to see which performs better.	<ul style="list-style-type: none">Uncover product features that are essential to your operations and aim to track and enhance their performance.Analytics tools can help determine user pain points during product usage. By analyzing key metrics like completion rates, time spent, and clicks, you can pinpoint areas that need improvement and make necessary changes to enhance your product.
Customer and User Feedback	<ul style="list-style-type: none">Create in-app messages or surveys that ask users to provide feedback on their experience. These messages can be triggered at specific touchpoints and can then be analyzed to improve your product.Respond to customer feedback in real time by sending in-app messages or automated email responses to acknowledge feedback and inform customers of any actions being taken to address their concerns.	<ul style="list-style-type: none">Use surveys and feedback prompts to collect feedback on specific features, product improvements, and overall customer satisfaction.Feedback analytics can help identify common support issues and improve the customer experience for customers.Improve customer engagement by providing personalized guidance and recommendations based on customer feedback.
Digital Transformation	<ul style="list-style-type: none">Create customized onboarding experiences for customers, guiding them through the digital transformation process and providing the necessary resources and support.Provide in-app guidance and training to customers, helping them to learn how to use new features and tools as they become available.Communicate product updates, changes, and other important information to customers in real time, keeping them informed and engaged throughout the digital transformation process.	<ul style="list-style-type: none">By integrating WalkMe with other digital platforms and tools, you can offer customized guides that help customers navigate their experience.Engagement functionalities, like interactive guides, tooltips, and pop-ups, can increase assistance and support while utilizing digital technologies and tools.Provide customers with contextual aid and training resources, like videos, tutorials, and knowledge articles.

Appcues vs. WalkMe Pricing Comparison

Appcues pricing

Appcues offers a range of pricing plans depending on the features and support required. They offer a free trial period to allow users to test the software before committing to a paid plan. Their pricing plans are based on the number of monthly active users (MAUs) and can be billed either annually or monthly. The plans include Basic, Growth, and Enterprise, with each tier offering increasing levels of features and support.

Customers can also opt for custom pricing plans to accommodate their specific requirements. Appcues offers add-on features like the ability to translate user flows into multiple languages and personalized training sessions for an additional fee.

WalkMe pricing

WalkMe offers several pricing plans to accommodate businesses of different sizes and needs. Their pricing plans range from a basic plan, which includes core features like guidance and analytics, to an advanced plan that offers additional features, like A/B testing and advanced analytics.

The pricing for WalkMe's plan is typically determined based on the number of users accessing the platform. They offer a pay-per-user pricing model, which means that the cost per user decreases as the number of users increases.

Appcues vs. WalkMe: What Do Customer Reviews Say?

	APPCUES	WALKME
Capterra	4.8 out of 5 stars "We're using it to provide a far better onboarding experience for new users. It's been great so far and we're excited we've only two months in and haven't really scratched the surface of what's possible with Appcues."	4.4 out of 5 stars "The system has an extremely good rules engine that allows you to create a solution for pretty much any use case."
G2	4.7 out of 5 stars "It's hard to edit flows that have a lot of steps because you have to jump around a lot. It's clunky, but you have to really keep track of the order you build flows out in especially pins."	4.5 out of 5 stars "WalkMe is bloated compared to competitors. There are so many features which are built and forgotten or unnecessary. The core product gets a little love."
GetApp	4.8 out of 5 stars "I really like that it's easy and intuitive to use. I generally do not need any user feedback when creating, and that's always a good thing for me!"	4.4 out of 5 stars "Clunky to set up and our trainer got certified only to find that the (prescribed) way of using the product was wrong, which resulted in slower last time for our app. Difficult to determine ROI."
TrustRadius	8.6 out of 10 stars	7.9 out of 10 stars

Why WhaTfix is a Better DAP Than Appcues and WalkMe

As businesses strive to create a seamless digital adoption experience for their employees and customers, they need the right digital adoption platform to make it happen. While Appcues and WalkMe both offer some impressive features, it's clear that WhaTfix is the best choice for businesses looking to streamline their digital adoption process.

In today's fast-paced digital landscape, it's clear that businesses need a digital adoption platform that can keep up. And with its innovative features and intuitive design, WhaTfix is the clear choice for those looking to improve their digital adoption process and drive growth.

Self-help

One of the standout features of WhaTfix is its self-help options, which empower users to learn on their own without the need for constant hand-holding. WhaTfix's personalized learning paths enable businesses to create custom training programs that cater to the specific needs of each employee or customer.

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Integrations

Another key benefit of WhaTfix is its ability to integrate with a wide range of platforms, including CRM and HR systems, which makes it easy for businesses to adopt it as part of their existing technology stack. WhaTfix's real-time analytics allow you to track user engagement and make informed decisions about how to improve the overall digital experience.

Unmatched customer support

WhaTfix offers top-of-the-line customer support, with dedicated experts available 24/7 to assist users with any issues they may encounter. Whether it's answering questions, providing guidance, or assisting with user onboarding, WhaTfix's customer support team is there to help.

Overall, WhaTfix is the best digital adoption platform for businesses looking to streamline their employee experiences, promote customer adoption, or both. With its comprehensive features and flexibility, WhaTfix is the optimal solution for achieving your digital adoption goals.

Discover the potential of effortless digital integration by trying WhaTfix today.

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What is WhaTfix?

WhaTfix is a digital adoption platform that provides organizations with a no-code editor to create in-app guidance on any application that looks 100% native. With WhaTfix, create interactive, self-help walkthroughs, product tours, task lists, smart tips, field validation, self-help videos, hotspots, and more. Understand how users are engaging with your applications with advanced product analytics.

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